

Craftsmen Carpet Care
Russ & Heather Branson

501 Bell Ave, Ste 103
PO Box 2224
Ames, IA 50010

Call today to
schedule your
Spring Cleaning!
Appointments
are filling up
fast!

Current Resident or:



The Best of
STORY COUNTY 2011

Help us decide!

The Best of Story County Ballots
are out! Find yours either in the
Ames Tribune or online at
www.amestrib.com
If you think that Craftsmen Carpet
Care is the Best in Story County,
PLEASE VOTE!



We are The Rug Cleaning Experts!

Want your rugs to
look clean and smell fresh?
Look Inside for our Spring Cleaning
Rug Specials!

Your Guide to

ISSUE

18

April 2011

Home, Health & Life by Craftsmen Carpet Care

Ames 708-4575
DSM 783-3072

Russ Branson
Owner/operator
IICRC Certified Master Textile
Cleaner & Certified Rug Cleaning
Technician

Heather Branson
Owner/business manager
www.CraftsmenCarpetCare.com

TESTIMONIALS

The carpet **looks like
new** again. Thanks for your
good work! ~Jack Read of
Stanhope

Great job!

~Donna Schepers of Ames

**Our carpet is 21 years
old.** When Russ had
completed cleaning &
protecting, it **looked
like new!** Russ you
**Are the expert
craftsman** when it
comes to carpet care.

~Bill Stoner of Ames

**Craftsmen
Carpet Care
Sells
Homes!**

~Kurt Friedrich of
Friedrich Realty



Cleanin' up with Russ

Happy Spring! Or at least it was spring, or is it
spring? Oh I'm not really sure, but I think it
will get warmer and drier sooner or later. And
those warm breezy days get us in the mood for
one thing...Spring Cleaning!

That's where we come in. I don't know about
you, but I can't wait to open up the windows
and get all of that stale winter air out of the
house. Do you know what else is hanging on to
that stale winter air – your carpet. That's
right your carpet is the biggest filter in your
home and it's time to clean it. All the sand and
dirt and germs that made itself at home in
your carpet this winter has got to go! Just give
us a call to have us come use our super
powerful cleaning equipment to blast away
and suck up all those nasty memories of this
past cold winter.

I also wanted to mention spot cleaning. Spring
rains bring spring mud and spring mud always
seems to get tracked in on carpet. If your kids
or pets (or spouse) track in mud onto carpet,
remember the rule – if it is solid let it dry.
That's right, just let those muddy footprints
dry up and then take the vacuum to them.
Most of the spot will vacuum up, and if any
trace is left, a quick spot clean should take
care of it.

One last thing...for the past few months
Heather and I have been working with a coach
to see where we can continue to improve and
innovate our business.

The question arose as to why we do
what we do. The more I thought about
it one thing kept coming up. What has
kept me in this business for the past 15
years is the relationships I have
developed with my clients and a heart
for service. I really do love getting to
know all of you and helping make your
home as clean and fresh as it can be.
And as an owner/operator, I really
believe that nobody will do a better job
at that then we do.

So thanks again for your loyal
patronage and I hope to see you all
again over the coming months. For
now, think warm thoughts and spring
will be here before you know it!

**Just a reminder to call and schedule
your Spring cleaning appointments
early (2-3 weeks) to make sure we can
get you booked before we fill up.**

Until next time,
Russ



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501 Bell Ave Suite 103 Ames IA 50010

Protect Your Rugs From Spots & Spills

Bring your Rugs into Rug Rehab for Expert, Professional cleaning. Use our Guaranteed Rug Protector and if you have a spot or spill you can't get out within 6 months, call us and we will clean it for FREE. Call for details!

CALL Craftsmen TODAY to order your

FreshAir Box

Think outside, inside

FreshAir Box by Vollara brings the science and safety of nature indoors.

Natural, odor-eliminating, pollutant-reducing processes found in sunlight and thunderstorms are recreated in the home. FreshAir Box with ActivePure Technology, Certified Space Technology™ creates healthier living spaces. That means **less money spent on harmful chemical sprays and wipes**, and more time to spend with loved ones.



Spring Cleaning Tips

Spring Cleaning For Your Finances Tips to get your financial house in order

from daveramsev.com on 08 Apr 2010

Spring is in the air.

The birds are chirping, the flowers are blooming, and the temperatures are warming. Who doesn't love this time of year? Not only does spring remind us of the beauty of the outdoors, but it also reminds us to get our homes organized—in other words, to do a little spring cleaning.

This year, though, while you are cleaning the garage, having the carpets cleaned, and organizing the closets, we suggest that you do a little spring cleaning in another area of your life—your money. Regardless of what Baby Step you are on and where you are on your journey to financial peace, **you've got to stay organized to win with money.**

So what exactly does a financial spring cleaning look like? We have some suggestions:

Clean out file drawers

Do you really still *need* that cable bill from August 1999? Seriously? You need to keep old bills, bank statements, tax documents, and other important papers for varying lengths of time. But utility bills, sales receipts for minor purchases, and ATM and bank deposit slips can be shredded after a few months. This is also a great opportunity to **organize your Legacy Drawer**. If you would like to read more information about organizing your important documents, look up www.daveramsev.com.

Prune unnecessary expenses

Are you really getting your money's worth with that gym membership? Do you really *need* 250 cable channels? Is it necessary to have a landline and a cell phone? While you're organizing your file drawer this spring, take an in-depth look at your finances and **see where you can cut back costs**. This is especially important—and should be a top priority—if you are still working your way out of debt.



Who Got A New Puppy?

Pets are cute, cuddly, and so much fun. But they can be kind of hard on your carpeting. We are now offering a **Pet Stain & Odor Remover** version of our Home Pro Spotter. In a larger bottle than our free spotter, it is available for sale to use in between cleanings.

HomePro Pet Stain & Odor Remover is ready for the toughest pet challenges. No matter which 'end' of your pet the problem comes from - fresh or old stains - the synergistic effect of unique stain and odor fighting ingredients works like nothing now available in consumer products. **32 oz bottle ON SALE NOW at our Home Pro ordering site: www.hpbyd.com/rjh/**

Spring Cleaning For Your Finances continued:

Update important documents

When was the last time you checked your car insurance? Your home insurance? Tax withholdings? Your will, 401(k) or Roth IRA? If it's been awhile, then now is the time to make sure you have all the coverages and investments you need. **What made sense two years ago might not work for you today.** In the middle of all this spring cleaning, make sure you are protecting yourself, your family and your future!

Spring is a great time to get re-energized and refocused on your financial situation before summer and all its distractions get here. The small amount of time you spend now getting your financial house in order will pay off for you in the long run.

Get focused and accomplish your goals with **MyTotalMoneyMakeover.com**.

Spring Special...Don't miss this one!

Newsletter Only Special

\$25 off services \$150 or more

Mention this coupon when scheduling to receive the discount.

Minimum charge applies. Not valid with any other offers.
Not valid on Apartments/Rentals/Vacant Properties. Expires 5/15/11

BONUS!

Rug Cleaning Special

2nd Rug is 20% OFF

3rd Rug is 30% OFF

515-708-4575

CALL TO SCHEDULE AN APPOINTMENT TO DROP OFF YOUR RUGS

Discount is taken off of rugs of equal or lesser value. Offer Expires 5/31/11

Pick-up & Delivery Available